

## FOR IMMEDIATE RELEASE

*INSERT DATE HERE*

### **Flu Toolkit targets minorities to address myths about the flu and flu vaccine**

*INSERT LOCATION HERE* (ie. City, State) – A tool kit for community leaders to share vital information about the seasonal flu vaccine has been prepared and delivered.

“This toolkit addresses questions and concerns about the flu and the flu vaccine,” according to \_\_\_\_\_. “The goal is to provide information to hopefully influence more people to get vaccinated.”

The toolkit includes a 12 minute DVD with Linda Bell, MD, director of Clinical Services at the S.C. Department of Health and Environmental Control that addresses questions and concerns that are widespread in minority communities about the flu and the flu vaccine. The toolkit also contains printed materials, including posters and fliers that can be disseminated to churches, businesses and other local organizations.

“The flu is a serious illness, especially for young children, older adults, pregnant women and those with certain medical conditions, including diabetes, heart disease, asthma, kidney disease, cancer and HIV/AIDS, can become very ill if infected,” Dr. Bell said in the DVD.

Hospitalizations and deaths from the flu and related complications are unnecessary, since they can be prevented or minimized through timely and routine immunizations. Unfortunately, large portions of the state’s minority population continues to be under-immunized against the flu every year.

Flu vaccines are available in either shot or nasal spray from private providers and DHEC county public health departments.

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For more information:

*INSERT LOCAL CONTACT INFORMATION HERE*

[www.scdhec.gov/flu](http://www.scdhec.gov/flu)  
800.868.0404



protect yourself.  
protect your family.  
**prevent the flu.**